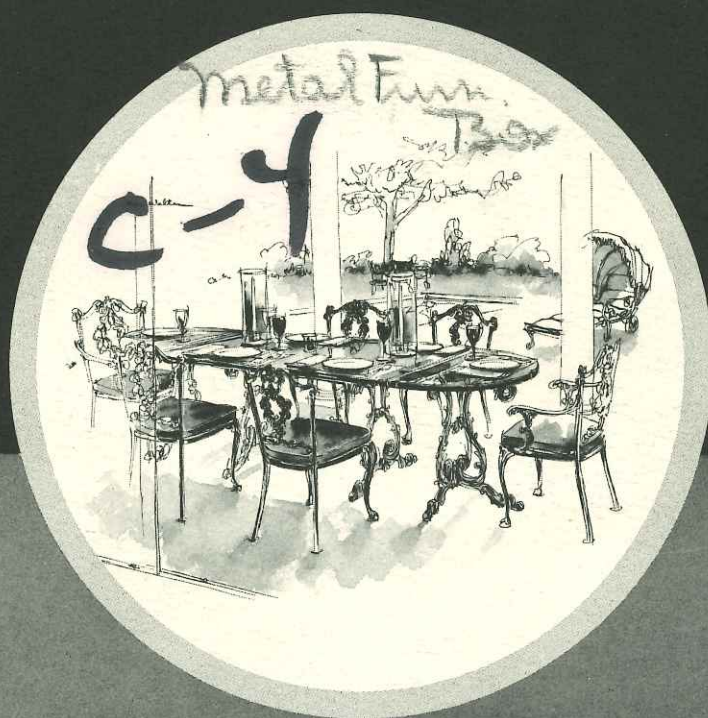


DESIGN

Q-13  
molla

INCORPORATED



PATENT OFFICE

JAN 19 1951

DESIGN DIVISION

*Cast Aluminum Furniture*

BROCHURE NO. **11**



# Cast Aluminum Furniture

Metal furniture so exquisite in design, so luxurious in craftsmanship, it is destined to grace the finest homes. This furniture by Molla is a perfect expression of flawless taste in cast aluminum for interiors as well as outdoor use.

Specially processed to retain its beauty through long years of service . . . Molla cast aluminum furniture is available in distinctive pastel colors and white . . . guaranteed RUST-FREE for eight years.

Comfort, deep down comfort, is designed into every chair, love seat and sofa. All upholstered pieces are made with box cushions for complete relaxation. Select your fabrics from a wide collection of prints or mildew and moisture proofed sturdy plain fabrics. If you prefer, Molla furniture may be covered in your own fabrics.

The dining and living room pieces illustrated are Molla exclusives — the original design of Charles P. Molla, pioneer stylist in metal.

A-EC/1A — Easy Chair

A-ET/1A — End Table (Step Type) 16 x 24 • 14 x 16

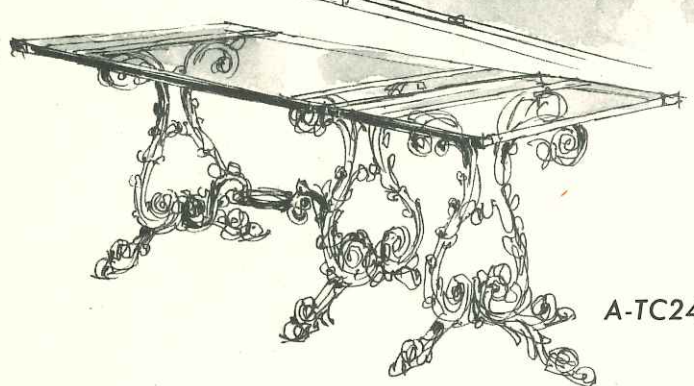
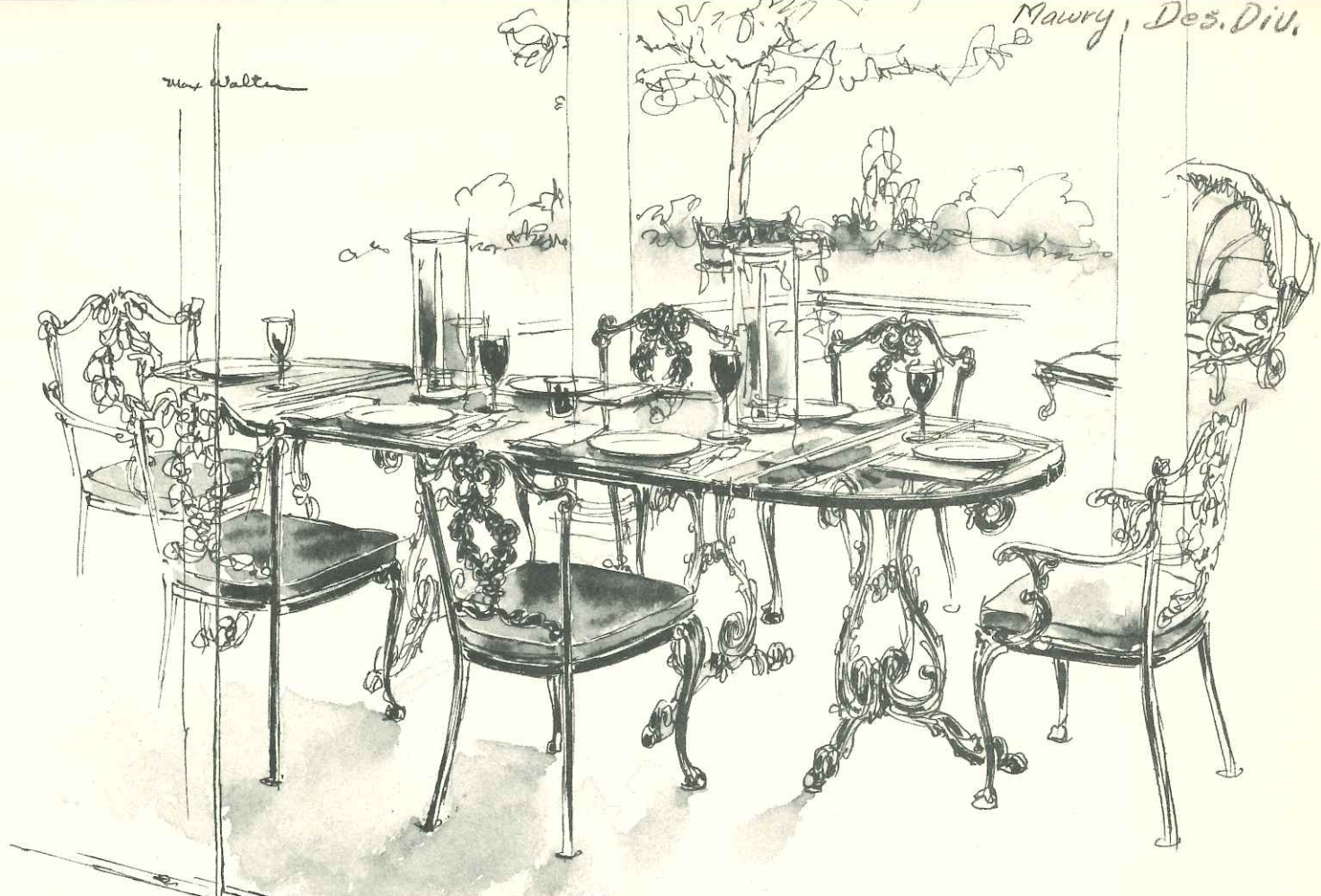
A-CT/1A — Coffee Table • 18 x 36

A-S3/1A — Three Part Settee





Max Walter



- A-T66/1A — Dining Table • 32 x 66
- A-TCO/1A — Console • Half Oval • 24 x 32
- A-DCA/1A — Arm Chair with Boxed Pad
- A-DCS/1 — Side Chair with Boxed Pad

LIBRARY

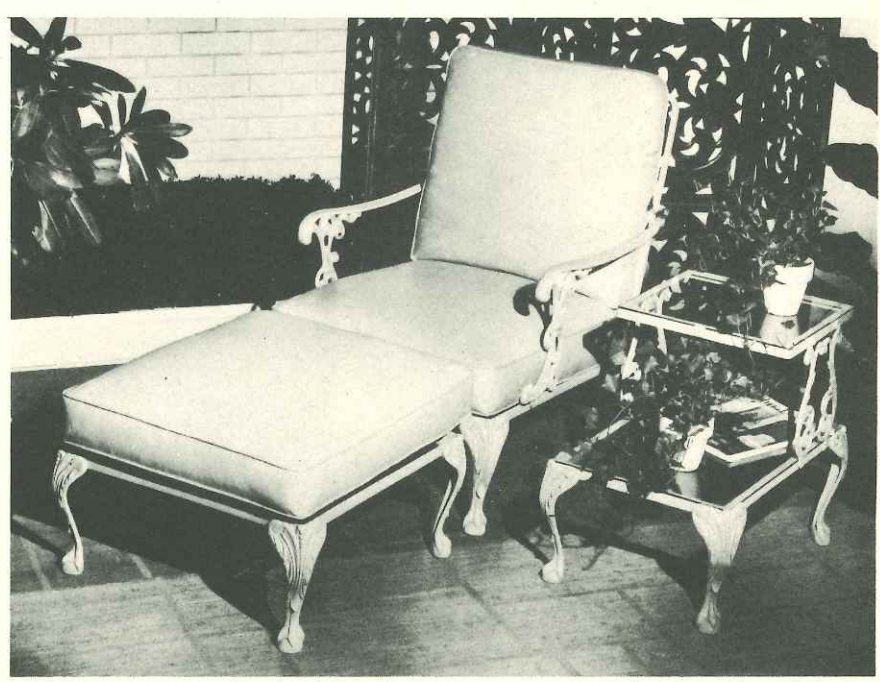
A-TC24/1A — Console • Oblong • 24 x 32

JAN 12 1951

U S PATENT OFFICE

12/29/50 - Gift - Molla, Inc.

- A-O/1A — Ottoman
- A-EC/1A — Easy Chair
- A-ET/1A — End Table (Step Type)
- 16 x 24 • 14 x 16







Reprinted from April 1948, House & Garden.

Copyright 1948, The Condé Nast Publications Inc.

Romantic in a cool patio: Victorian furniture in dusty pink





A-T/2

Dining Table • 40 x 72 •  $\frac{3}{4}$ " Polished Plate Glass Top

A-TC/2

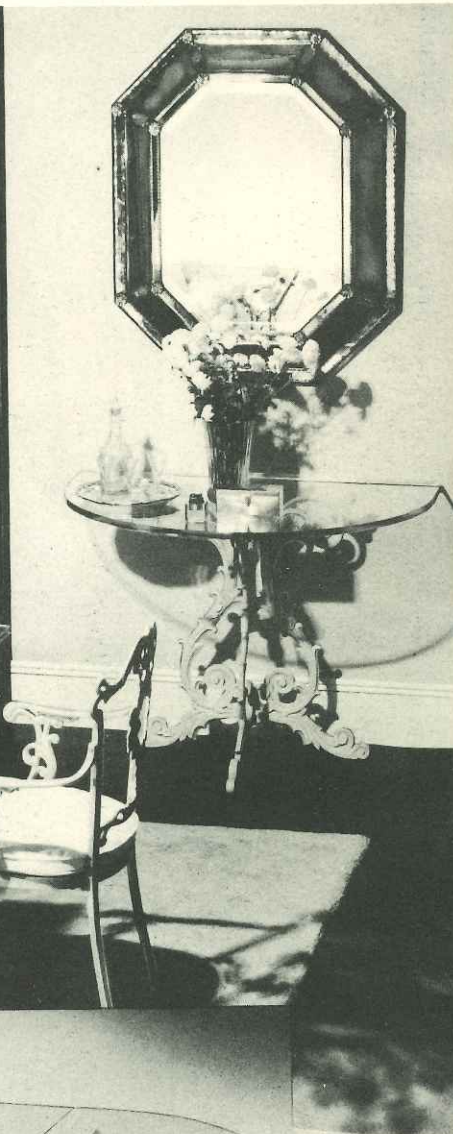
Console • Half Oval • 26 x 40 •  $\frac{3}{4}$ " Polished Plate Glass Top

A-DCA/1A

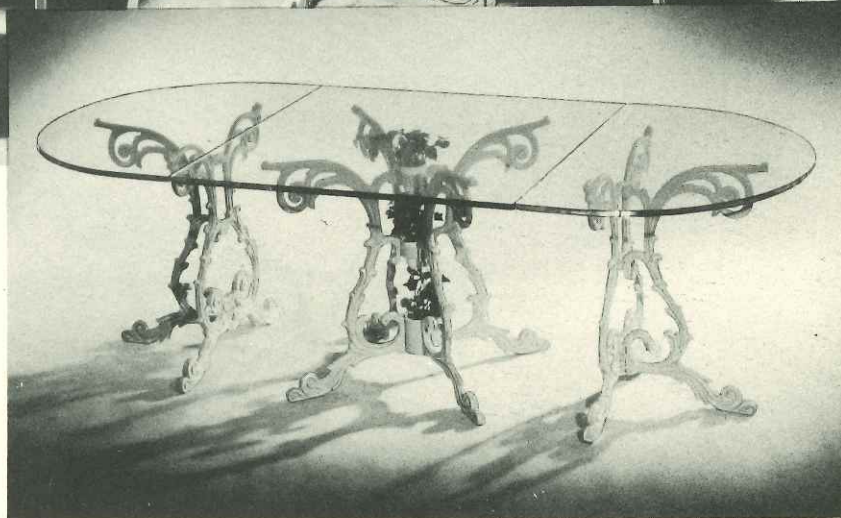
Arm Chair with Boxed Pad

A-DCS/1 — Side Chair with Boxed Pad

No-200 — Screen • 4 Panel (17"x 80"each panel)

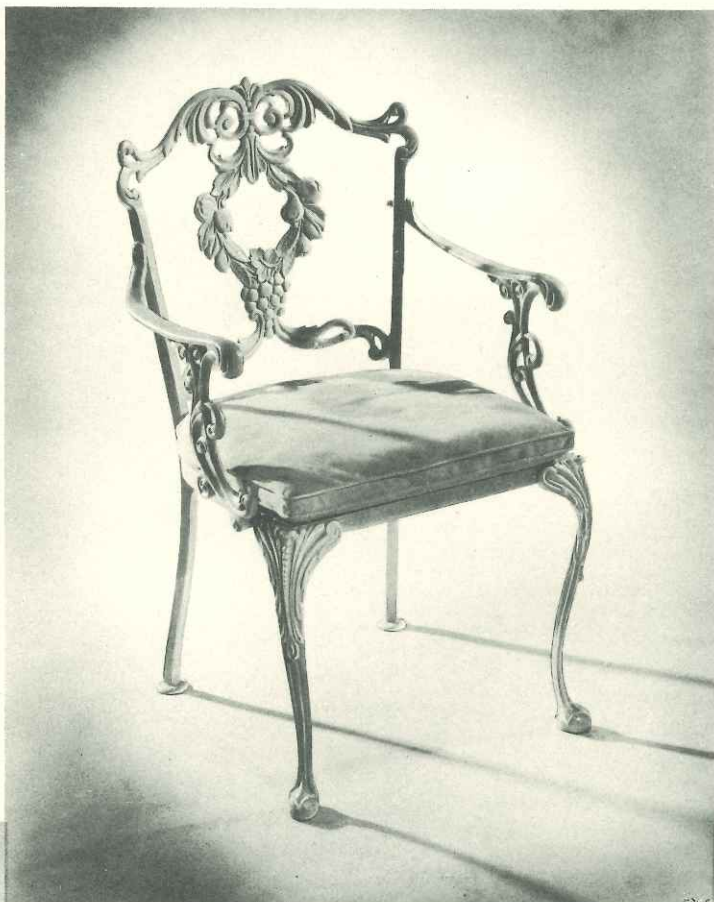


A-T36/2 Table • Square • 36 x 36 •  
 $\frac{3}{4}$ " Polished Plate Glass Top  
 A-TC24/2 Console • 24 x 36





A-DCA/1A — Arm Chair with Boxed Pad



A-T54/2

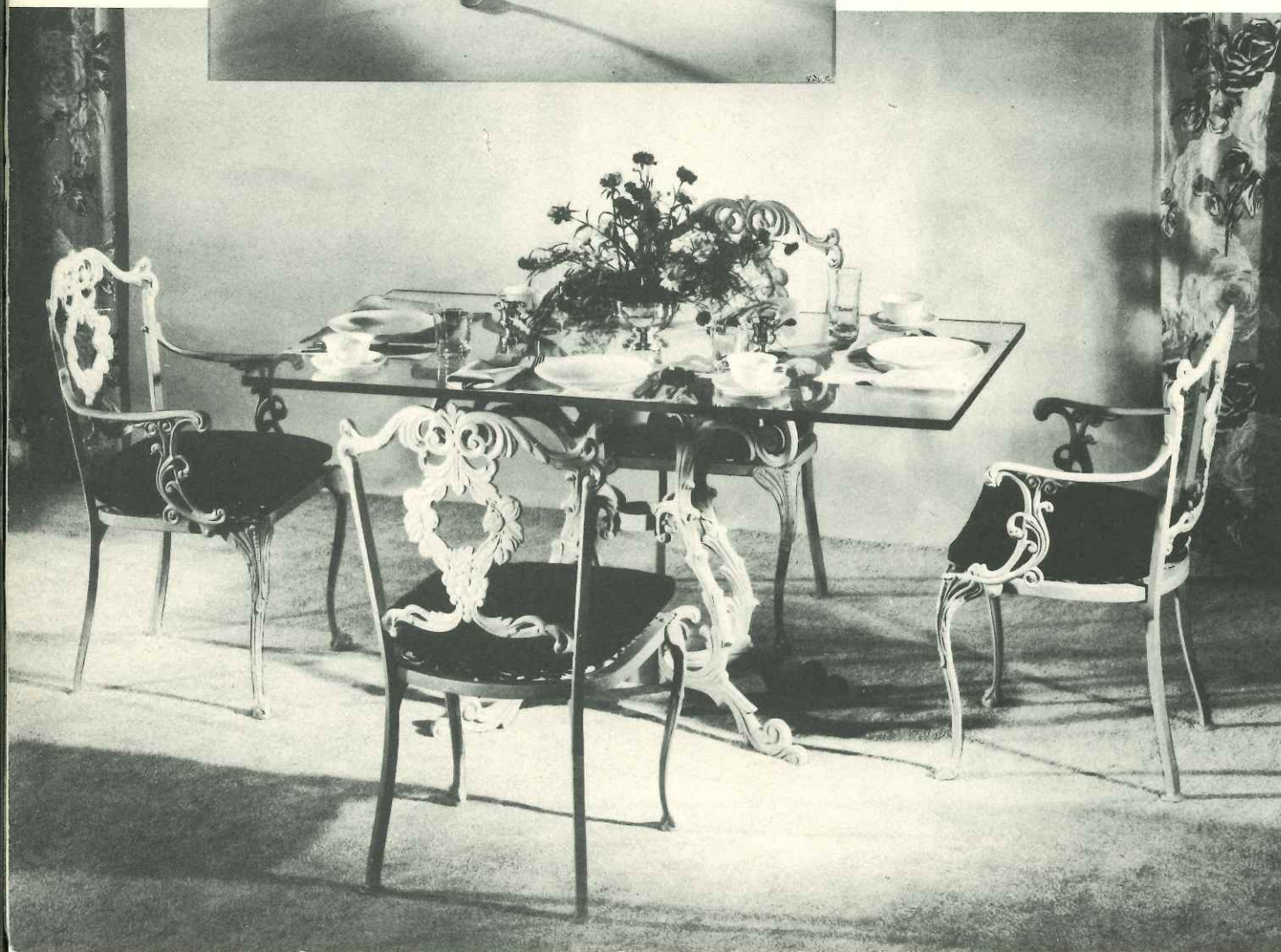
Table • Oblong • 32 x 54 •  $\frac{3}{4}$ "  
Polished Plate Glass Top

A-DCA/1A

Arm Chair with Boxed Pad

A-DCS/1

Side Chair with Boxed Pad





DCA/14 — Arm Chair with Boxed Pad

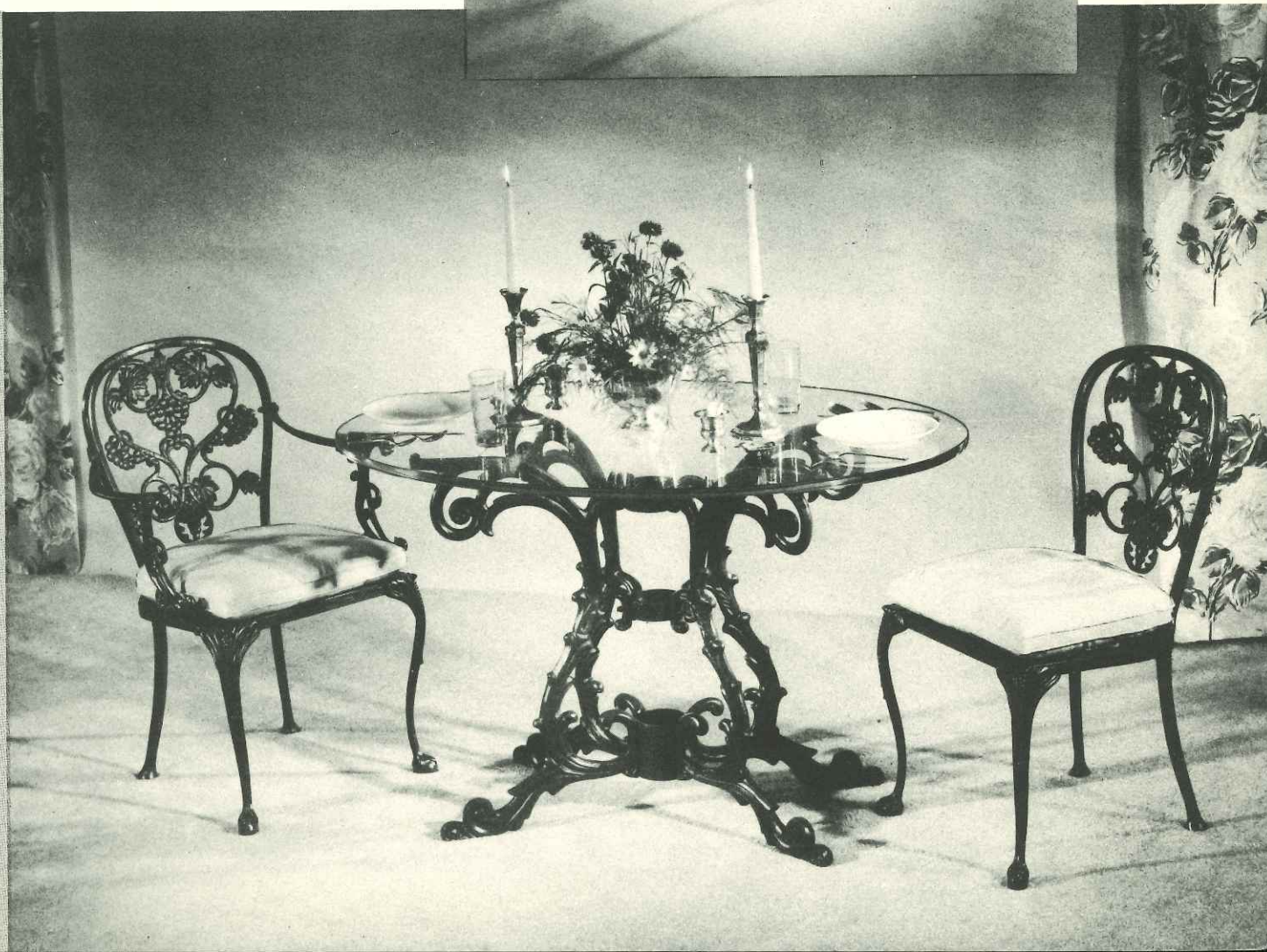
PATENT OFFICE

JAN 19 1951

DESIGN DIVISION

*Molla #11  
P.7*

DCA/14  
Arm Chair with Boxed Pad  
A-TO48/2  
Table • Oval • 32 x 48  
•  $\frac{3}{4}$ " Polished Plate Glass Top  
DCS/14  
Side Chair with Boxed Pad







A-TR42/2

Table • Round • 42" Diameter  
•  $\frac{3}{4}$ " Polished Plate Glass Top

DC/12 — Dining Chair with Boxed Pad



DC/12 — Dining Chair with Boxed Pad



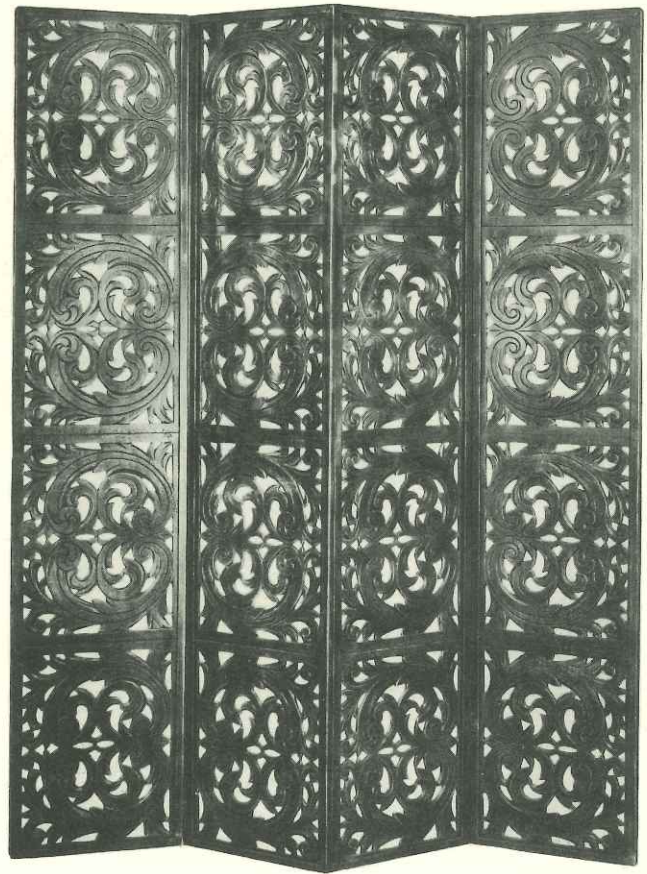
No. 200 — Screen

4 Panel

17"x 80"

Each Panel

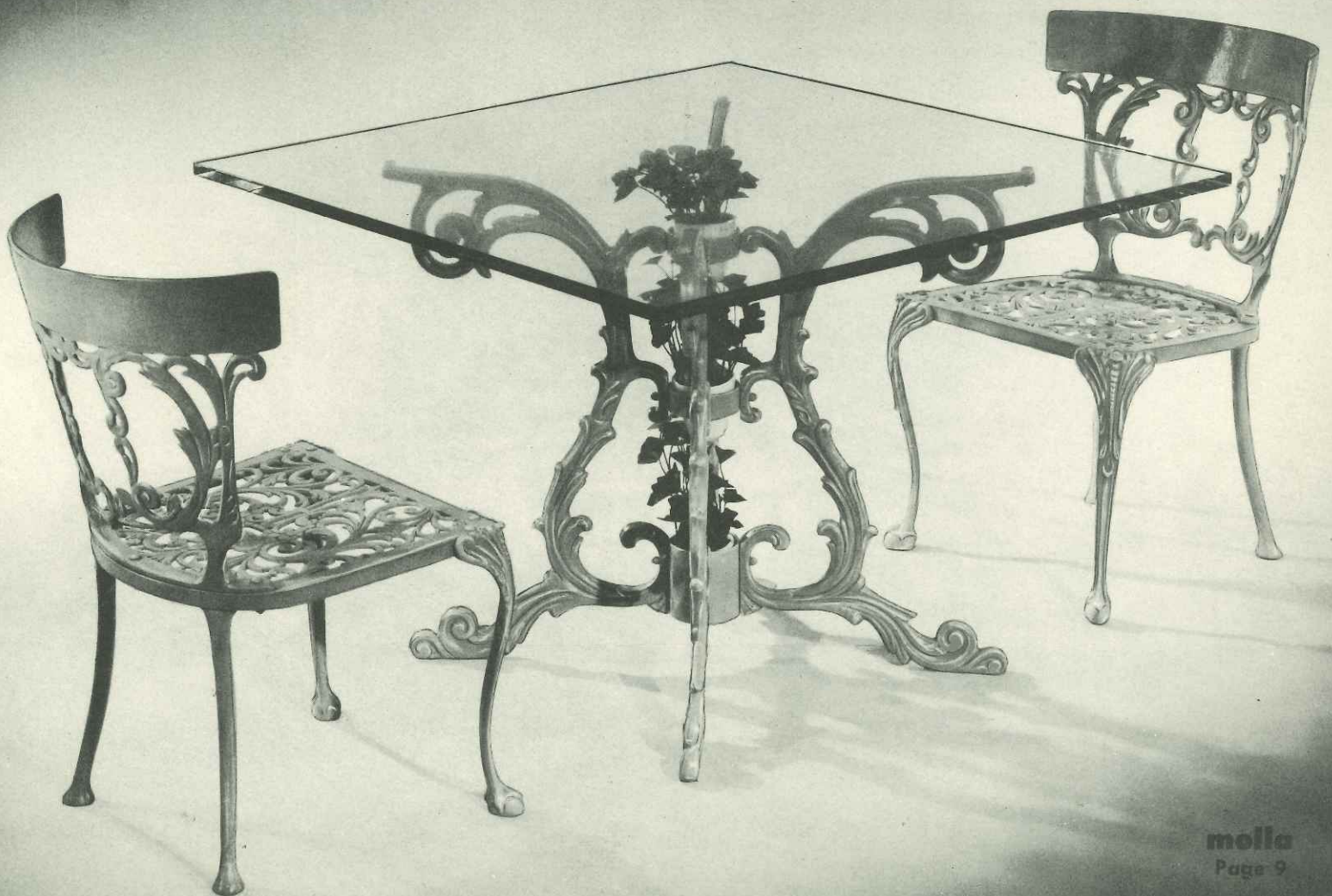
*Molla #11  
Rec'd 1-19-1951*



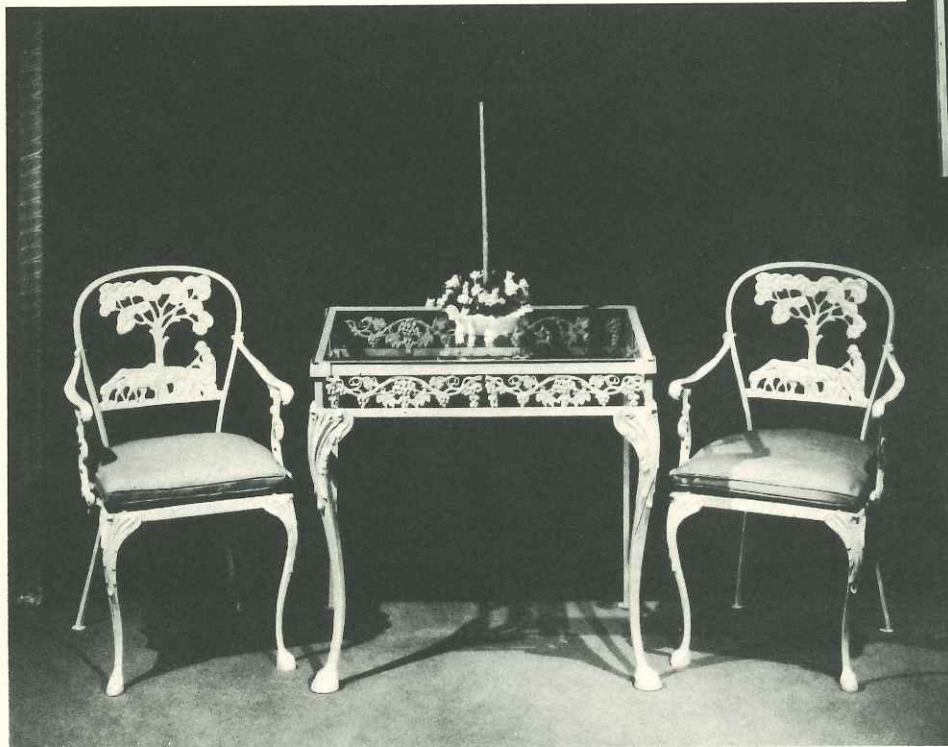
DC/12 — Dining Chair with Boxed Pad

A-T36/2 — Table • Square • 36 x 36

•  $\frac{3}{4}$ " Polished Plate Glass Top







TN/11 — Nest of Tables  
12" x 12" x 15" High  
14" x 16" x 16½" High  
16" x 20" x 18" High

TC24/11  
Console • 24 x 32

DCA/11  
Shepherd Arm Chair  
with Boxed Pad

DCS/11 — Shepherd Side Chair with Boxed Pad

DCA/11 — Shepherd Arm Chair with Boxed Pad

T66/11 — Dining Table • 32 x 66



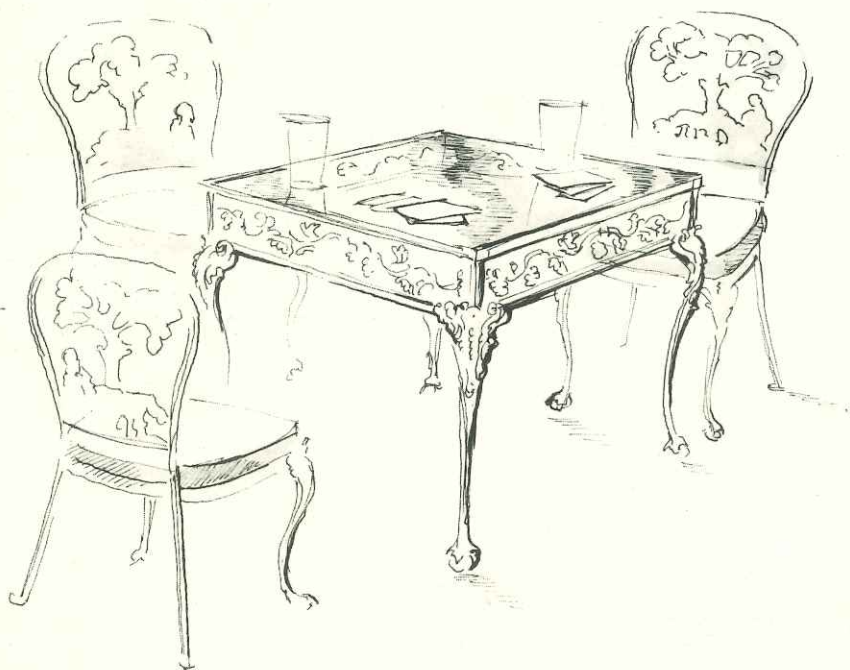




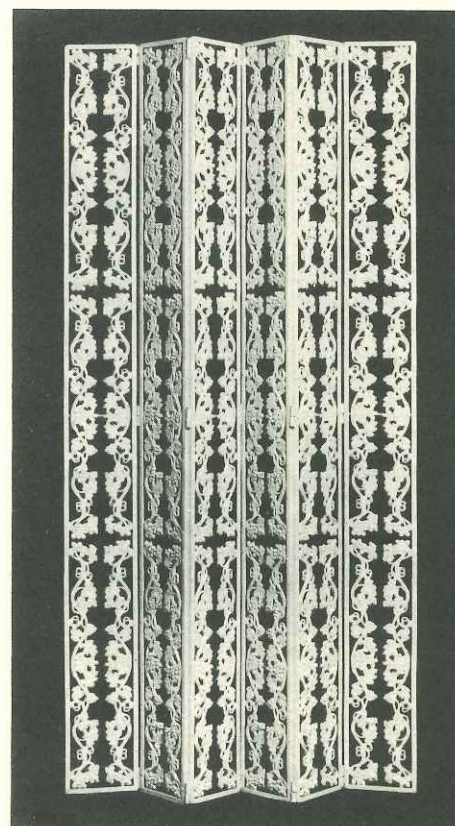
213A  
Marquee (movable awning in  
wrought iron only)

DCS/11  
Shepherd Side Chair with Boxed Pad

DCA/11  
Shepherd Arm Chair with Boxed Pad  
T66/11 — Dining Table • 32 x 66  
T48/11 — Dining Table • 32 x 48 (Not Shown)

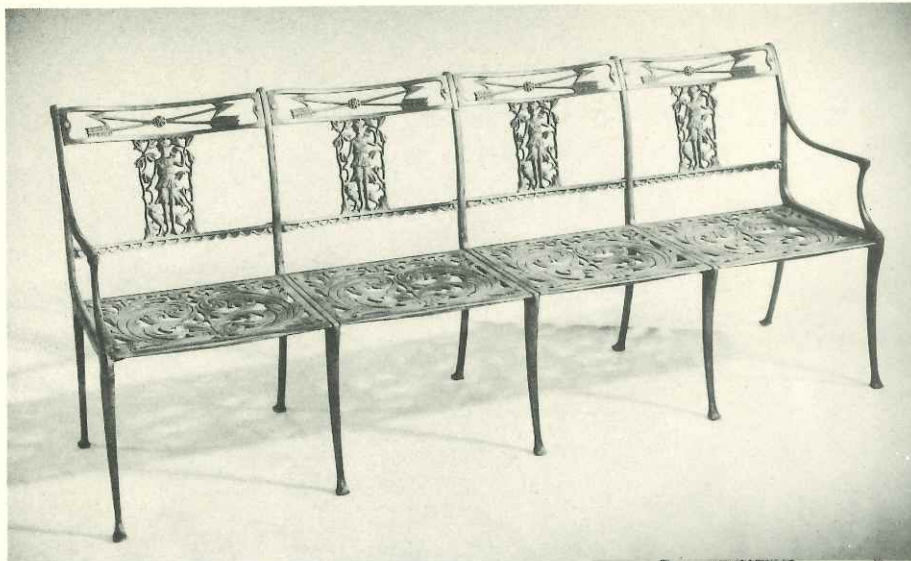


T32/11 — Card Table • 32 x 32  
DCS/11 — Shepherd Side Chair with Boxed Pad



No. 1100 — Screen  
6 Panel (8" x 83" each panel)





A-S4/16  
Four Part Diana Settee  
(without pads)

- A-S4/16  
Four Part Diana Settee  
(without pads)
- A-S3/16  
Three Part Diana Settee  
(without pads)
- A-S2/16  
Two Part Diana Settee  
(without pads)
- A-AC/16  
Diana Arm Chair (without pad)

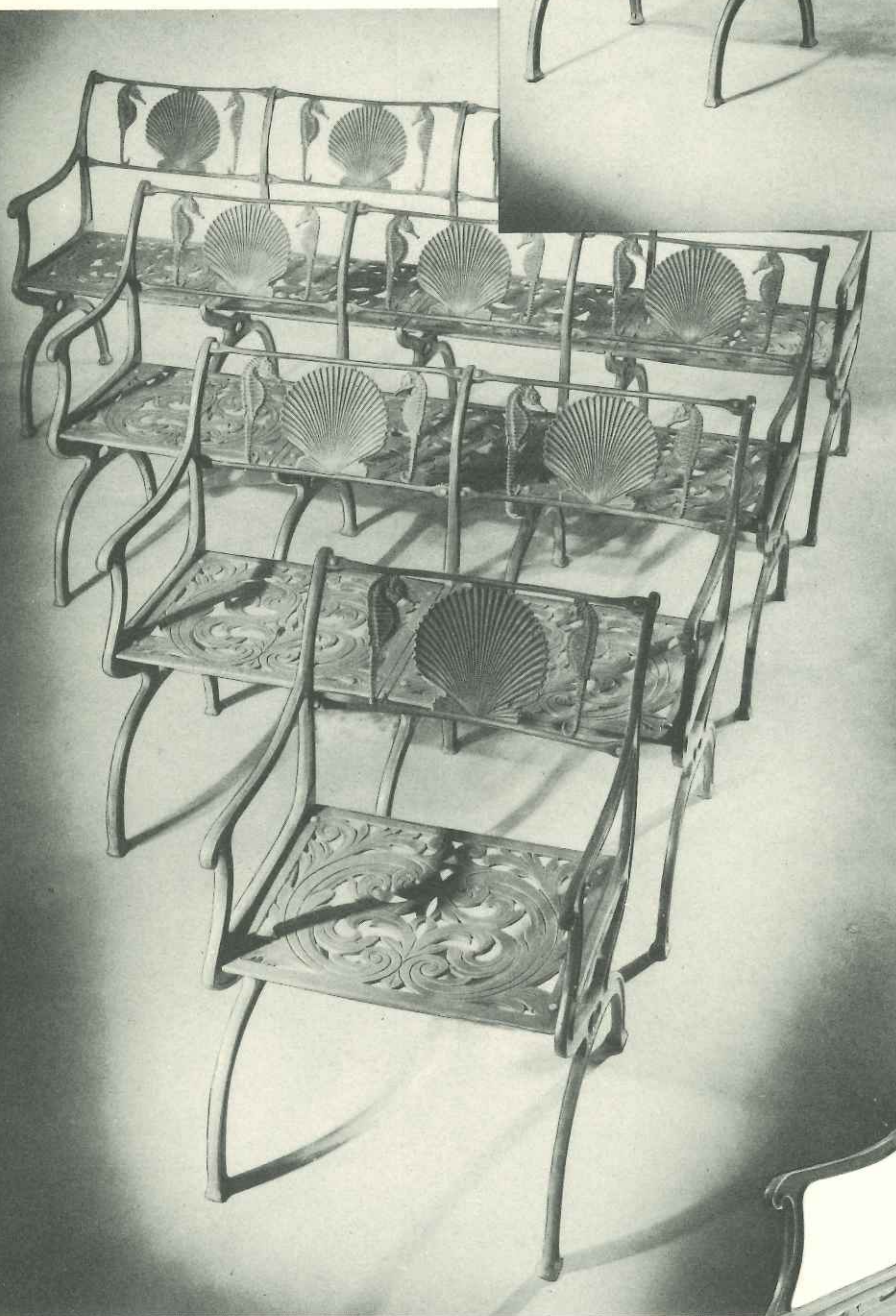
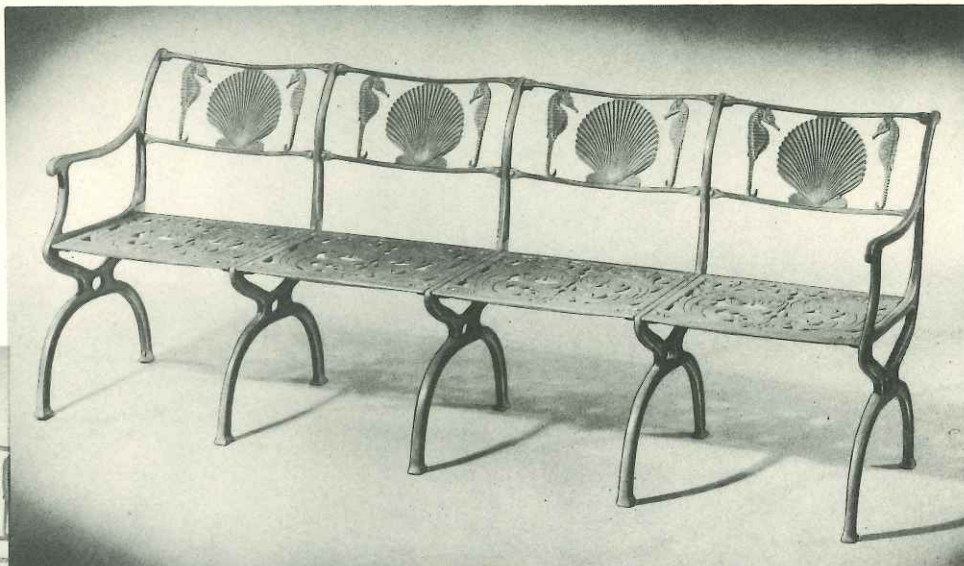


A-AC/16  
Diana Arm Chair (without pad)



A-S4/17

Four Part Sea Horse Settee  
(without pads)



A-S4/17

Four Part Sea Horse Settee  
(without pads)

A-S3/17

Three Part Sea Horse Settee  
(without pads)

A-S2/17

Two Part Sea Horse Settee  
(without pads)

A-AC/17

Sea Horse Arm Chair (without pad)



A-AC/17

Sea Horse Arm Chair (without pad)

PATENT OFFICE

JAN 19 1951

DESIGN DIVISION



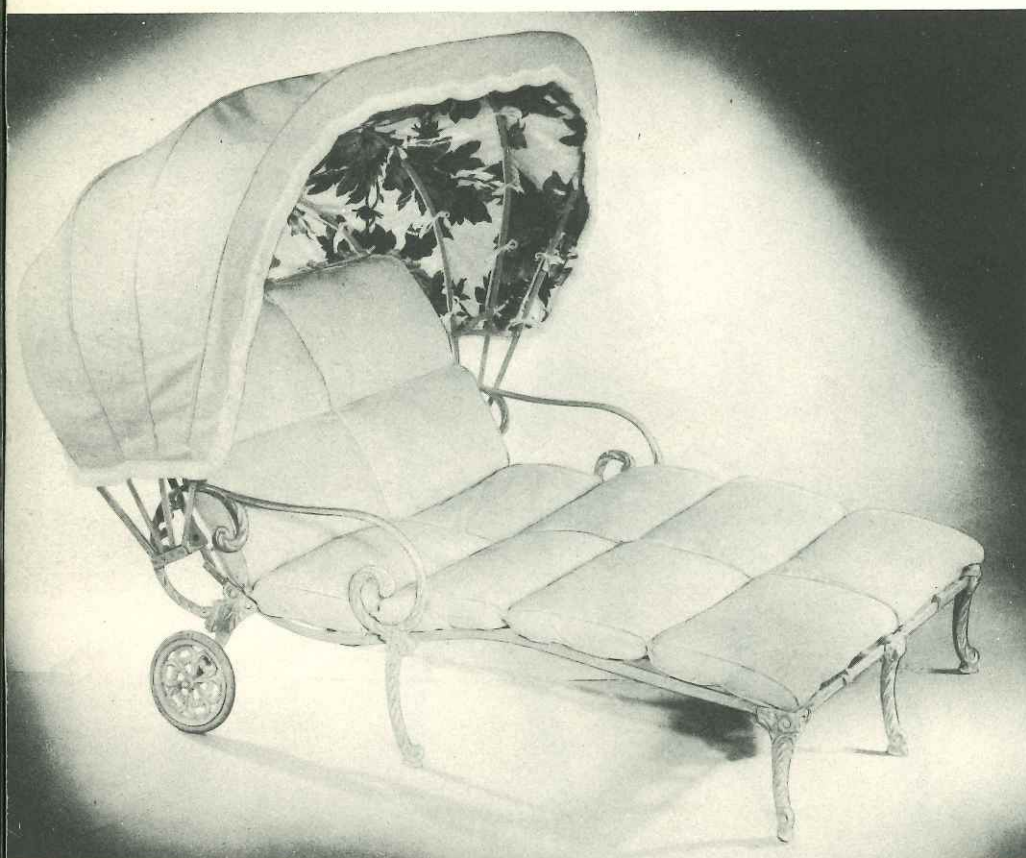


A-AC/2

Arm Chair (without pad)

A-S2/2

Two Part Settee (without pad)



A-CLD/1A

Double Chaise Longue  
(without canopy)

CLD/CAL

Canopy for Double Chaise  
• Lined • print fabric



A-CLSW/1A  
Single Chaise Longue  
(without canopy)  
CLS/CA  
Canopy for Single Chaise

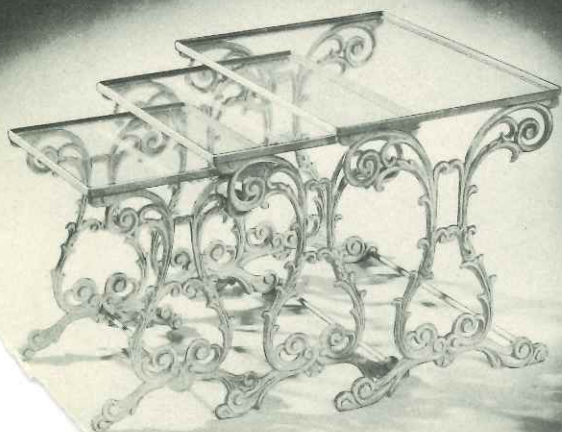
PATENT OFFICE

JAN 19 1951

DESIGN DIVISION



A-CLD/1A — Double Chaise Longue (without canopy)  
A-CLSW/1A — Single Chaise Longue (without canopy)



A-TN/1A — Nest of three tables  
A-TN12/1A — Single table • 12 x 12  
A-TN14/1A — Single table • 14 x 16  
A-TN16/1A — Single table • 16 x 20





**molla**  
INCORPORATED

OFFICE & SHOWROOMS: 171 MADISON AVENUE, NEW YORK 16, N. Y.  
FACTORY: 410 EAST 32nd STREET, NEW YORK 16, N. Y.

BROCHURE NO. 11



RETAIL PRICE LIST FOR BROCHURE NO. 11

EFFECTIVE JANUARY 1st, 1951

<u>LINE NO.</u>	<u>LIST PRICE</u>	<u>DESCRIPTION</u>
A-EC/1A	\$120.00	Easy Chair
A-S2/1A	220.00	Two Part Settee
A-S3/1A	330.00	Three Part Settee
A-O/1A	55.00	Ottoman
A-ET/1A	70.00	End Table, Step-type, 14x16, 16x24, - 21½" high
A-CT/1A	75.00	Coffee Table, 18x36 - 16" high
A-T66/1A	300.00	Dining Table, 32x66 - 29" high
A-TCO/1A	150.00	Console Table, Half-Oval, 24x32 - 29" high
A-TC24/1A	140.00	Console Table, 24x32 - 29" high
A-DCA/1A	85.00	Arm Chair with Boxed Pad
A-DCS/1	75.00	Side Chair with Boxed Pad
A-T/2	650.00	Dining Table, 40x72, ¾" Pittsburgh polished plate glass-29"H
A-TC/2	220.00	Console Table, Half-Oval, 26x40, ¾" Pittsburgh polished plate glass, 29" High
A-T36/2	390.00	Square Table, 36x36, ¾" Pittsburgh Polished Plate glass-29" High
A-TC24/2	200.00	Console Table, half-oval, 24x36, ¾" P. P. Glass-29"H.
A-TR42/2	430.00	Round Table, 42"Dia. ¾" Pittsburgh Polished plate glass-29"H.
DC/12	80.00	Dining Chair with Boxed Pad
A-TO48/2	430.00	Oval Table, 32x48, ¾" Pittsburgh polished plate glass-29"H.
DCA/14	85.00	Arm Chair with Boxed Pad
DCS/14	75.00	Side Chair with Boxed Pad
A-TC24/2B	190.00	Console Table, Half-Oval, 24x32, ¾" Pittsburgh Polished Plate glass - 29" H (not illustrated)
A-T54/2	435.00	Dining Table, 32x54, ¾" Pittsburgh Polished Plate glass-29"H.
A-TN/1A	88.00	Nest of 3 tables (listed below)
A-TN12/1A	25.00	Table, 12x12 - 15" high
A-TN14/1A	30.00	Table, 14x16 - 16½" high
A-TN16/1A	35.00	Table, 16x20 - 18" high



RETAIL PRICE LIST FOR BROCHURE NO. 11

EFFECTIVE JANUARY 1, 1951

<u>LINE NO.</u>	<u>LIST PRICE</u>	<u>D E S C R I P T I O N</u>
T66/11	\$180.00	Dining Table, 32 x 66 - 29½" high
T48/11	150.00	Dining Table, 32 x 48 - 29½" high
T32/11	120.00	Card Table, 32 x 32 - 29½" high
TC24/11	90.00	Console Table, 24 x 32 - 29½" high
BU/11	65.00	Buffet-2 Shelves, 10 x 32 - 61" high when assembled with TC24/11 (not illustrated)
DCA/11	75.00	Arm Chair with Boxed pad
DCS/11	65.00	Side Chair with Boxed pad
TN/11	45.00	Nest of 3 Tables, 12 x 12-15"H., 14 x 16-16½"H, 16 x 20-18"H
A-AC/16	92.00	Diana Chair, without pad
A-S2/16	162.00	Two part Diana Settee, without Pads
A-S3/16	215.00	Three Part Diana Settee, without Pads
A-S4/16	270.00	Four Part Diana Settee, without Pads
A-AC/17	92.00	Sea Horse Settee, without Pads
A-S2/17	162.00	Two Part Sea Horse Settee, without pads
A-S3/17	215.00	Three part Sea Horse Settee, without Pads
A-S4/17	270.00	Four Part Sea Horse Settee, without Pads
A-AC/2	110.00	Chair, without pads
A-S2/2	190.00	Two Part Settee, without Pads
200	450.00	4-Panel Screen - each Panel 17" wide x 80" High
1100	350.00	6-Panel Screen - each Panel 8" wide x 83" High
A-CLS"/1A	200.00	Single Chaise Loungue without canopy
CLS/CA	75.00	Canopy for Single Chaise Longue (Unlined)
CLS/CAL	100.00	Canopy for Single Chaise Longue (Lined*Plain Fabric)
A-CLD/1A	375.00	Double Chaise Longue, without Canopy
CLD/CA	95.00	Canopy for Double Chaise Longue (Unlined)
CLD/CAL	132.00	Canopy for Double Chaise Longue (Lined*Plain Fabric)
213A	295.00	Marquee-Portable Awning, Adjustable Top, 6'x12'x6'6"high *Print Fabrics Extra (See Schedule)

HOLLA INC.

171 Madison Ave.

New York 16, N.Y.

Murray Hill 9-3930



RETAIL PRICE LIST FOR BROCHURE NO. 11(Supplement #1  
items not shown in  
Brochure)EFFECTIVE JANUARY 1st, 1951

<u>LINE NO.</u>	<u>LIST PRICE</u>	<u>D E S C R I P T I O N</u>
A-T66/4	\$180.00	Dining Table, 32 x 66 - 29" high
A-T48/4	150.00	Dining Table, 32 x 48 - 29" high
A-T32/4	120.00	Card Table, 32 x 32 - 29" high
A-TC24/4	90.00	Console Table, 24 x 32 - 29" high
A-BU/4	65.00	Buffet-2 shelves, 10 x 32 - 60 $\frac{1}{2}$ " high when assembled with A-TC24/4
A-T/3	650.00	Dining Table, 40 x 72, 3/4" Pittsburgh polished plate glass - 29" high
A-TC/3	220.00	Console Table, Half-Oval, 26 x 40, 3/4" Pittsburgh polished plate glass - 29" high
A-T36/3	390.00	Square Table, 36 x 36, 3/4" Pittsburgh polished plate glass - 29" high
A-TC24/3	200.00	Console Table, Half-Oval, 24 x 36, 3/4" Pittsburgh polished plate glass - 29" high
A-TR42/3	430.00	Round Table, 42" Dia., 3/4" Pittsburgh polished plate glass, 29" high
A-TO48/3	430.00	Oval Table, 32 x 48, 3/4" Pittsburgh polished plate Glass - 29" high
A-T54/3	435.00	Dining Table, 32 x 54, 3/4" Pittsburgh polished plate glass - 29" high
A-TC24/3B	190.00	Console Table, Half-Oval, 24 x 32, 3/4" Pittsburgh polished plate glass - 29" high
A-DCA/3	87.00	Arm Chair with Boxed Pad
A-DCS/3	77.00	Side Chair with Boxed Pad